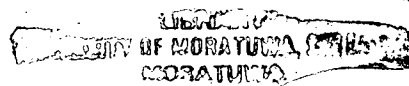


**How Sri Lankan Firms Market their Products or Services
Through Internet? :
Analysis of Sri Lankan E-marketing participation**



**MASTER OF BUSINESS ADMINISTRATION
IN
INFRASTRUCTURE**



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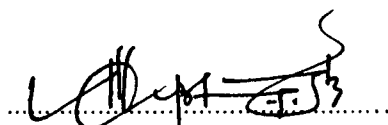
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DECLARATION

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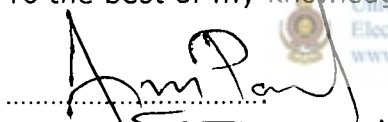


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31-Jan-'06

Date

To the best of my knowledge, the above particulars are correct.



Supervisor

(Dr. Ajith Pasqual)

ABSTRACT

It is obvious that the world's marketing community has given enormous consideration and preference to e-marketing best practices, thus incorporated them in its daily marketing issues. Many International firms such as Dell, Nike and Mercedes-Benz to name a few have purely experienced this E-marketing excellence and proved their success stories through evidences. Where as, in Sri Lanka the question remains as how far our firms have participated in E-marketing.

This research has revealed some important and useful facts and figures concerning e-marketing practices in Sri Lanka. In that sense it is interesting to notice that, 48% of the selected sample (Firms in Sri Lanka) has considered e-marketing practices in their marketing activities. Though Sri Lanka is not fully fledged in e-marketing like other developed countries, Firms have tried some e-marketing methodologies which have been considered in this research.

According to the marketing professionals consulted in this research, 55% of them have claimed that there is only traditional marketing in practice among Firms and 89% has told Sri Lanka has not yet come to its level to practice e-marketing in an efficient and effective way.

The basic aim of the Firms in practicing such e-marketing methodologies has been identified as just creating awareness of their businesses and the level of the integration of such methodologies found poor. In that basis their e-marketing approaches were found incomplete. As one of the major reasons identified in this research it has been found the knowledge of Merchants on e-marketing was poor. They have incorporated e-marketing issues just as a tactical plan only and not as a driving force that restructures the way they think of the business and the marketing environment.

It has been learnt from the public point of view that many Sri Lankan Firms have their own website presence and they have tried other e-marketing methodologies in order to further market their websites. 65% of the selected sample has claimed that they have found marketing information concerning Sri Lankan Firms. 36% have told they have visited more than 30 Sri Lankan websites and they use to revisit some of them for various reasons as identified in this research. They also have received such marketing information as news letters from known Firms and reacted to them in various ways as explained in this thesis.

As an issue of ethicality it has been learnt through this research that Firms had unethically behaved when targeting customers through e-mails as well as when collecting information about on-line customers. In that sense 22% of the individuals selected in this research have noticed spamming practices as far as e-mail marketing is concerned.

So, the findings of this research could educate any Firm or individual interested on e-marketing in Sri Lanka to know the current stance of it.

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